THE HONORABLE JOHN H. CHUN 1 2 3 4 UNITED STATES DISTRICT COURT WESTERN DISTRICT OF WASHINGTON 5 AT SEATTLE 6 AVELARDO RIVERA and YASMINE Case No. 2:22-cv-00269-JHC 7 ROMERO, individually and on behalf of all FIRST AMENDED CLASS ACTION others similarly situated, 8 **COMPLAINT** Plaintiffs, 9 JURY DEMAND ν. 10 11 AMAZON WEB SERVICES, INC., a Delaware corporation, 12 Defendant. 13 14 Plaintiffs Avelardo Rivera and Yasmine Romero ("Plaintiffs") bring this First Amended 15 Class Action Complaint and Demand for Jury Trial against Defendant Amazon Web Services, 16 Inc. ("AWS") to put a stop to its surreptitious collection, use, and storage of Plaintiffs' and the 17 proposed Class's biometric data. Plaintiffs allege as follows upon personal knowledge as to 18 themselves and their own acts and experiences, and, as to all other matters, upon information and 19 belief. 20 **NATURE OF THE ACTION** 21 1. Amazon.com, Inc. ("Amazon.com") is the world's largest online retailer and one 22 of the largest providers of cloud computing services, called Amazon Web Services ("AWS"). 23 2. According to Amazon.com, AWS is the world's most comprehensive and broadly 24 adopted cloud platform, offering its customers over 200 cloud-based services from data centers 25 globally. Millions of customers—from startups to the largest enterprises—use AWS every day. 26 3. One of AWS's services is a facial recognition program called Amazon 27 CARSON NOEL PLLC FIRST AMENDED CLASS ACTION COMPLAINT

(a) at least one member of the Class is a citizen of a state different from Defendant, (b) the

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The BIPA is an informed consent statute which achieves its goal by making it

when it [came to their] biometric information," the Illinois Legislature enacted BIPA in 2008.

See Illinois House Transcript, 2008 Reg. Sess. No. 276; 740 ILCS 14/5.

unlawful for a company to, among other things, "collect, capture, purchase, receive through trade, or otherwise obtain a person's or a customer's biometric identifiers or biometric information, unless it first:

- (1) informs the subject ... in writing that a biometric identifier or biometric information is being collected or stored;
- (2) informs the subject . . . in writing of the specific purpose and length of term for which a biometric identifier or biometric information is being collected, stored, and used; and
- (3) receives a written release executed by the subject of the biometric identifier or biometric information."

#### 740 ILCS 14/15(b).

- 19. The BIPA also establishes standards for how companies must handle Illinois consumers' biometric identifiers and biometric information. *See*, *e.g.*, 740 ILCS 14/15(a), (c)—(d). For instance, the BIPA requires companies to develop and comply with a written policy—made available to the public—establishing a retention schedule and guidelines for permanently destroying biometric identifiers and biometric information when the initial purpose for collecting such identifiers or information has been satisfied or within three years of the individual's last interaction with the company, whichever occurs first. 740 ILCS 14/15(a).
- 20. The BIPA also prohibits private entities from disclosing a person's or customer's biometric identifier or biometric information to third parties without first obtaining consent for that disclosure, 740 ILCS 14/15(d)(1), and further prohibits selling, leasing, trading, or otherwise profiting from a person's biometric identifiers or biometric information, 740 ILCS 14/15(c).
- 21. "Biometric identifiers" include retina and iris scans, voiceprints, scans of hand and fingerprints, and—most importantly here—face geometry. *See* 740 ILCS 14/10. "Biometric information" is separately defined to include any information based on an individual's biometric identifier that is used to identify an individual. *See id*.
- 22. The BIPA's narrowly tailored provisions place no absolute bar on the collection, sending, transmitting, or storing of biometric data. For example, the BIPA does not limit what

kinds of biometric data may be collected, sent, transmitted, or stored. Nor does the BIPA limit to whom biometric data may be sent or transmitted, or by whom it may be stored. The BIPA simply mandates that entities wishing to engage in that conduct must make proper disclosures, implement certain reasonable safeguards, and procure a user's consent before collecting biometric data.

### III. AWS Violates the BIPA.

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- 23. Despite the BIPA being in force for over a decade, AWS operates a major biometric-based facial recognition platform in violation of the BIPA's simple requirements.
- 24. Amazon Rekognition is a cloud-based service that, according to Amazon, makes it easy for its customers—from startups to leading corporations—to add image and video analysis, all performed by AWS through its Rekognition platform, to their applications, products, and services. To use its service, an AWS customer just needs to provide AWS an image or video, and then Rekognition can identify objects, people, text, scenes, and activities within the images or video. Amazon even boasts that Rekognition provides facial analysis, face comparison, and face search capabilities, including detecting, analyzing, and comparing faces for a wide variety of use cases, including user verification, cataloging, and people counting. *See* Figures 1 and 2 below, showing screenshots from Amazon's AWS marketing materials.

#### Face compare and search

Determine the similarity of a face against another picture or from your private image repository.

Female
100%

Eyes are open
100%

Happy
97.4%
Smiling
100%

#### Face detection and analysis

Detect faces appearing in images and videos and recognize attributes such as open eyes, glasses, and facial hair for each.

Learn more »

Learn more »
(Figure 1.)

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### Detecting and analyzing faces

RSS **PDF** 

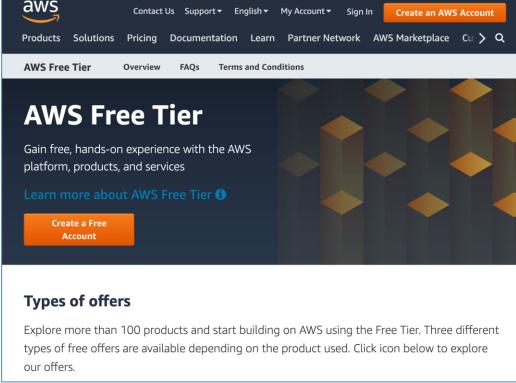
Amazon Rekognition can detect faces in images and videos. This section covers non-storage operations for analyzing faces. With Amazon Rekognition, you can get information about where faces are detected in an image or video, facial landmarks such as the position of eyes, and detected emotions (for example, appearing happy or sad). You can also compare a face in an image with faces detected in another image.

When you provide an image that contains a face, Amazon Rekognition detects the face in the image, analyzes the facial attributes of the face, and then returns a percent confidence score for the face and the facial attributes that are detected in the image.

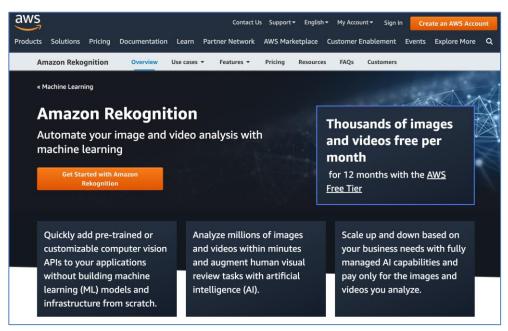


### (Figure 2.)

25. Using Amazon Rekognition to perform facial recognition is simple. Anyone seeking to perform facial recognition using Rekognition will first need to sign up for an AWS account. See Figure 3, showing a screenshot of Amazon's AWS website.



26. An AWS customer could then register for and use Rekognition. *See* Figure 4, showing a screenshot of the Rekognition homepage.



(Figure 4.)

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#### (Figure 5.)

32. Finally, the AWS customer would then use Rekognition to run a face matching API command. For example, the customer could take the unique "FaceId" that index-faces assigned to a photo of a government identification card and search a collection to see if a matching self-portrait exists. If a match is found, the unique ID of that image is returned along with some data about the face, as well as a "Similarity" score, which is a confidence measurement to indicate how strongly Rekognition believes these faces match. *See* Figure 6, showing a screenshot of the Rekognition CLI.

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- All of this time, the AWS customer would be communicating with AWS's 33. servers, where this information is stored and processed.
- 34. One such company that uses Rekognition is ProctorU Inc., which develops and licenses online test proctoring software for use by students and educational facilities.
- 35. When a student takes a test using ProctorU's proctoring software, ProctorU requires students to show their faces and their photo IDs on camera to help verify their identities. See Figure 7, showing a screenshot of ProctorU's software.



(Figure 7.)

36. Unbeknownst to students in this example, when they upload their images to ProctorU, they are also uploading their photos to ProctorU's cloud-service provider, AWS. AWS then uses Rekognition to perform facial recognition on the student's face and provided identification card to identify the student. In other words, when students sign in to ProctorU to take a test, their biometric data is also collected by AWS in order to identify the student for ProctorU.

1	37.	By and through the actions detailed above, AWS not only disregards consumers'	
2	privacy rights, but it also violates their statutorily protected rights to control the collection, use,		
3	and storage of their sensitive biometric data.		
4	IV. Pla	intiff Rivera's Experience.	
5	38.	In 2019 and 2020, Plaintiff Avelardo Rivera was a student at the University of	
6	Illinois Urb	pana-Champaign ("UIUC"), located in Illinois.	
7	39.	Plaintiff Rivera took multiple tests at UIUC between 2019 and 2020, while	
8	physically present in Illinois, each requiring the use of ProctorU's software.		
9	40.	During that time, Plaintiff Rivera was required to submit his image as well as an	
10	image of a valid identification document in order to be identified.		
11	41.	Unbeknownst to Rivera, ProctorU used Amazon Rekognition to perform facial	
12	recognition on him.		
13	42.	At no time did Plaintiff Rivera receive notice from AWS, whether through	
14	ProctorU or otherwise, that AWS was collecting, storing, and using his biometric data.		
15	43.	At no time was Plaintiff Rivera asked for, nor at any time did he provide consent	
16	for AWS to collect, store, or use his biometric data.		
17	44.	Upon information and belief, at no time while possessing Plaintiff Rivera's	
18	biometric data did Amazon maintain a publicly-available retention and deletion schedule for		
19	biometric data.		
20	V. Pla	intiff Romero's Experience	
21	45.	In 2020, Plaintiff Yasmine Romero was a student at College of DuPage, which is	
22	located in l	Ilinois.	
23	46.	Plaintiff Romero took multiple tests at College of DuPage in 2020, while	
24	physically	present in Illinois, each requiring the use of ProctorU's software.	
25	47.	During that time, Plaintiff Romero was required to submit her image as well as ar	
26	image of a	valid identification document in order to be identified.	

standards of conduct toward the members of the Class and making final injunctive relief
appropriate with respect to the Class as a whole. Defendant's policies that Plaintiffs challenge
apply and affect members of the Class uniformly, and Plaintiffs' challenge of these policies
hinges on Defendant's conduct with respect to the Class as a whole, not on facts or law
applicable only to Plaintiffs. The factual and legal bases of Defendant's liability to Plaintiffs and
to the other members of the Class are the same.

- 58. **Superiority**: This case is also appropriate for certification because class proceedings are superior to all other available methods for the fair and efficient adjudication of this controversy. The harm suffered by the individual members of the Class is likely to have been relatively small compared to the burden and expense of prosecuting individual actions to redress Defendant's wrongful conduct. Absent a class action, it would be difficult if not impossible for the individual members of the Class to obtain effective relief from Defendant. Even if members of the Class themselves could sustain such individual litigation, it would not be preferable to a class action because individual litigation would increase the delay and expense to all parties and the Court and require duplicative consideration of the legal and factual issues presented. By contrast, a class action presents far fewer management difficulties and provides the benefits of single adjudication, economy of scale, and comprehensive supervision by a single Court. Economies of time, effort, and expense will be fostered and uniformity of decisions will be ensured.
- 59. Plaintiffs reserve the right to revise the "Class Allegations" and "Class Definition" based on facts learned through additional investigation and in discovery.

# FIRST CAUSE OF ACTION Violation of 740 ILCS 14/15(a) (On behalf of Plaintiffs and the Class)

- 60. Plaintiffs incorporate the foregoing allegations as if fully set forth herein.
- 61. Section 15(a) of the BIPA requires that any "private entity in possession of biometric identifiers . . . must develop a written policy, made available to the public, establishing

a	a retention schedule and guidelines for permanently destroying biometric identifiers when the				
in	initial purpose for collecting or obtaining such identifiers has been satisfied or within 3 year				
O	of the individual's last interaction with the private entity, whichever occurs first." 740 ILCS				
14	4/15(a).				
	62.	AWS fails to comply with these BIPA mandates.			
	63.	AWS is a corporation and thus qualifies as a "private entity" under the BIPA. See			
740 ILCS 14/10.					
	64.	Plaintiffs and the Class are individuals who had their "biometric identifiers"			
co	collected by AWS (in the form of their facial scans), as explained in detail in Section III. See 74				
II	LCS 14/10.				
	65.	Plaintiffs' and the Class's biometric identifiers or information based on those			
bi	iometric ide	ntifiers were used to identify them, constituting "biometric information" as defined			
b	y BIPA. <i>See</i>	740 ILCS 14/10.			
	66.	On information and belief, AWS failed to publicly provide a retention schedule or			
gı	uideline for	permanently destroying Plaintiffs' and the Class's biometric identifiers and			
bi	iometric info	ormation, in violation of 740 ILCS 14/15(a).			
	67.	By collecting, storing, and possessing Plaintiffs' and the Class's biometric			
id	lentifiers and	d biometric information as described herein, AWS violated Plaintiffs' and the			
С	Class's rights to privacy in their biometric identifiers or biometric information as set forth in				
В	BIPA, 740 ILCS 14/1, et seq.				
	68.	Accordingly, on behalf of themselves and the Class, Plaintiffs seek: (i) injunctive			
aı	nd equitable	relief as is necessary to protect the interests of Plaintiffs and the Class by requiring			
A	AWS to establish and make publicly available a policy for the permanent destruction of				
bi	biometric identifiers compliant with 740 ILCS 14/15(a); (ii) statutory damages of \$5,000 per				
in	intentional and/or reckless violation of the BIPA pursuant to 740 ILCS 14/20(2) or, in the				
al	alternative, statutory damages of \$1,000 per negligent violation of the BIPA pursuant to 740				
II	LCS 14/20(1	); and (iii) reasonable attorneys' fees and costs and other litigation expenses			

pursuant to 740 ILCS 14/20(3).

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### SECOND CAUSE OF ACTION

# Violation of 740 ILCS 14/15(b) (On behalf of Plaintiffs and the Class)

- 69. Plaintiffs incorporate the foregoing allegations as if fully set forth herein.
- 70. The BIPA requires companies to obtain informed written consent from individuals before acquiring their biometric data. Specifically, BIPA makes it unlawful for any private entity to "collect, capture, purchase, receive through trade, or otherwise obtain a person's or a customer's biometric identifiers or biometric information, unless [the entity] first: (1) informs the subject ... in writing that a biometric identifier or biometric information is being collected or stored; (2) informs the subject ... in writing of the specific purpose and length of term for which a biometric identifier or biometric information is being collected, stored, and used; *and* (3) receives a written release executed by the subject of the biometric identifier or biometric information..." 740 ILCS 14/15(b) (emphasis added).
  - 71. Unfortunately, AWS fails to comply with these BIPA mandates.
- 72. AWS is a corporation and thus qualifies as a "private entity" under the BIPA. *See* 740 ILCS 14/10.
- 73. Plaintiffs and the Class are individuals who had their "biometric identifiers" collected by AWS (in the form of their facial scans), as explained in detail in Section III. *See* 740 ILCS 14/10.
- 74. Plaintiffs' and the Class's biometric identifiers or information based on those biometric identifiers were used to identify them, constituting "biometric information" as defined by BIPA. *See* 740 ILCS 14/10.
- 75. AWS violated 740 ILCS 14/15(b)(3) by failing to obtain written releases from Plaintiffs and the Class before it collected, used, and stored their biometric identifiers and biometric information.

1	each negligent violation of BIPA pursuan	at to 740 ILCS 14/20(1);
2	d) Awarding injunctive and o	other equitable relief as is necessary to protect the
3	interests of the Class, including an Order	requiring Defendant to comply with BIPA;
4	e) Awarding Plaintiffs and th	e Class their reasonable litigation expenses and
5	attorneys' fees;	
6	f) Awarding Plaintiffs and th	e Class pre- and post-judgment interest, to the extent
7	allowable; and	
8	g) Awarding such other and f	Further relief as equity and justice may require.
9		URY DEMAND
10	Plaintiffs request a trial by jury of	
11		Respectfully Submitted,
12		•
13		AVELARDO RIVERA and YASMINE ROMERO, individually and on behalf of all others
14		similarly situated,
15	Dated: September 20, 2022	By: /s/ Wright A. Noel One of Plaintiffs' Attorneys
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